

ASIS PANDA

<https://asis.design>
asis.panda.23@gmail.com

Design leader with 12 years of global experience scaling design impact on product and business KPIs

Experiences

PayU Credit

Bengaluru, India

Sr Director of Design

Oct 2023 - Present

Leading user research and product design function for Lazypay, Paysense, and other B2B PayU Credit properties. Redesigned Lazypay to result in 30% increase in repayment rates. Reduced non-KYC users from base to 0 with comms and design with only a 5% loss in user-base against projected 15%. Launched Insurance marketplace to a GMV of 15Cr. Crafted a support chatbot to deflect 28% of support requests. All with a small but empowered team of 6 for over 3 business units.

Nova Benefits

Bengaluru

Director of Design

Oct 2021 - Oct 2023

Leading both product design and brand design teams to work with product and growth resulting in doubling of gross written premium (GWP), enhanced brand recall, and winning a web design award for the new Nova Benefits brand

OLA

Bengaluru

Head of Design

Aug 2021 - Oct 2021

Lead the product design function at OLA for 5 of 6 business verticals: mobility, vehicle commerce, financial services, OLA Dash, and OLA Foods. Launched & scaled OLA Foods and OLA Dash to 24Cr & 13Cr GMV respectively through app merchandising design.

Haptik

Mumbai

Head of Design

Aug 2019 - Aug 2021

Lead two design teams, product design and conversation design, for a total of 10 reporting designers. Lead building the enterprise platform scale design system that enhanced several product KPIs. Grew the practise of conversation design from a nascent three person team to a seven with a strong industry presence.

Fivity Coffee Co.

Bengaluru

Founder/CEO

Aug 2017 - Aug 2019

As an NSRCEL, IIM Bangalore, incubated startup we developed an innovative new material for coffee filtration along with Ahlstrom Munksjo. Developed a patent pending manufacturing process that freezes ground coffee degradation and extends shelf life exponentially, in collaboration with IISc Bangalore. Acq by Sleepy Owl Coffee.

Also worked at: Healthline.com, San Francisco, USA - 2yrs Verizon, Palo Alto, USA - 1.5yr

Education

Indiana University Bloomington, USA

Masters in Info Sci/HCI • 2013 - 2015

KIIT University, India

Bachelors in Information Technology • 2008 - 2012